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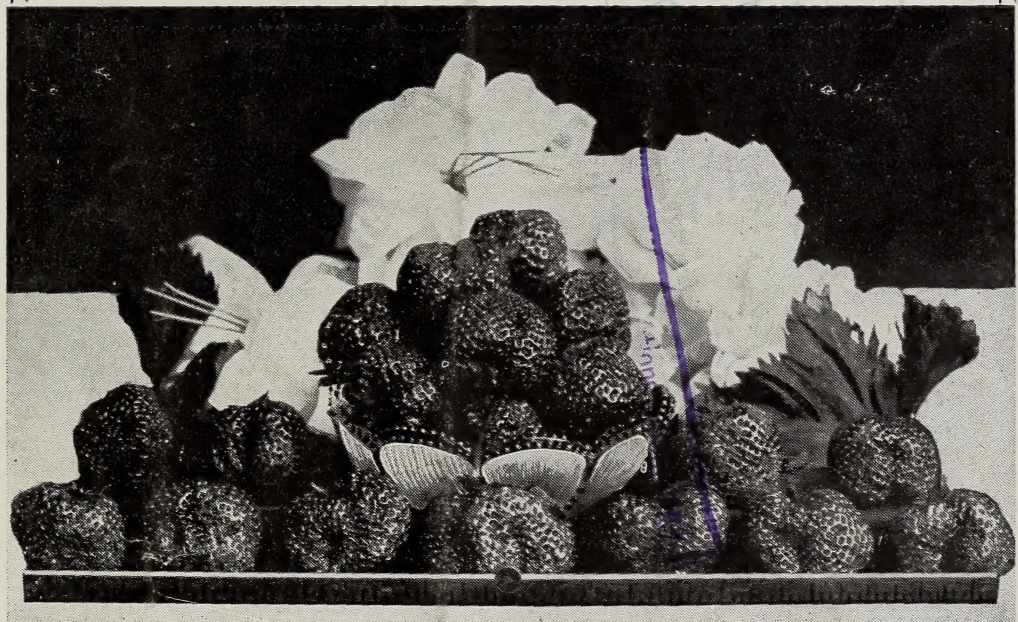
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DESCRIPTIVE CATALOG OF

STRAWBERRIES

SPRING 1913



Blue Grass Nurseries

LEXINGTON, KENTUCKY

H. F. Hillenmeyer & Sons, Proprietors

Telephone 279

Announcement

To Our Friends and Patrons:

In issuing this catalog, we first want to thank our friends and patrons for their generous support given us in the past. It is indeed a pleasure to know that customers are annually returning, who have been buying plants continuously from us for thirty-five years. In our dealings we have always endeavored to be honest—giving the planter what he wanted as far as possible, then labeling true to name any substitution we had to make. This practice has met with favor and confidence—so much so that we venture ninety per cent of the plants that leave our grounds are of our own selection.

We have one million strawberry plants and expect to sell most of them within one hundred miles radius of Lexington. You, therefore, see we rely upon those who have bought of us in the past for our continuance.

We want to say that our stock is up to its usual standard and we have utmost confidence that those who get plants from us this season will come to us when again in need. Once more thanking you for your support, we are,

Very respectfully,

H. F. HILLENMEYER AND SONS.





General Information

Location—We are located three miles north of Lexington at Hillenmeyer on the Cincinnati Southern Railroad, and three-fourths mile from Stop 7 (Hill), Georgetown-Lexington Traction Line. An inspection of our grounds is always invited.

Shipping—Lexington offers shipping facilities equalled by few cities in the country. With four railroads, over which fifteen express trains travel daily, and with a net-work of interurban lines connecting central Kentucky, we have all that is desired. We always ship by express or over interurban unless a few plants are wanted along with a tree order, or we are instructed to the contrary. The above methods are best. The parcel post, although now in existence, has no effect so far as they apply to plants, roots and seed, so our shipments in this respect have not changed.

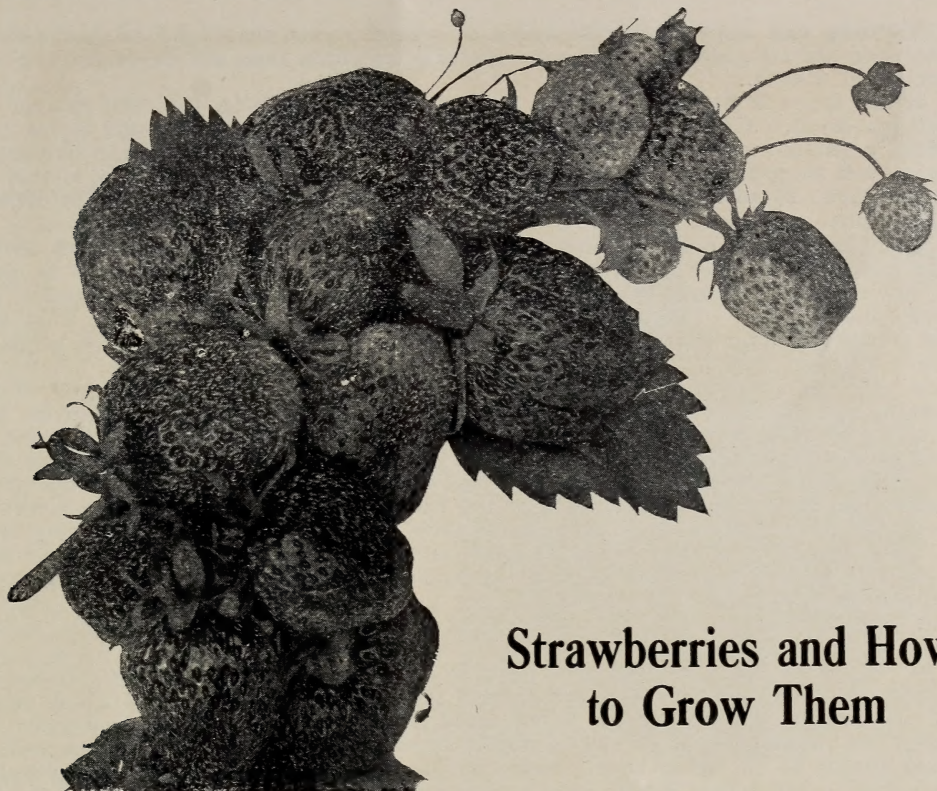
True to Name

We believe our plants as true to name as any; have always exercised the greatest care in having them such. A member of the firm has always, personally, supervised the planting and, when fruiting, we have never noticed a mix. Equal care is also given when digging and packing. From the time they are set in our propagating beds to the time your order leaves our grounds, every precaution is taken to have them as represented. We guarantee them to be true to name, but, being human—like other people—we sometimes make mistakes, and when they do occur, we stand ready at all times to replace or refund the purchase price. The fact that we have never been called upon to do so is undoubtedly an evidence of care and should be appreciated by prospective purchasers.

Digging—In the past we have always dug our plants by hand, but for two seasons we used a digger drawn by four horses, which worked with such satisfaction that we shall use it exclusively in the future. We think we are correct when we say that it is the first of its kind ever used anywhere. It digs and shakes the plants, getting all the roots, and is an item in enabling us to furnish our customers the best. When dug they are immediately placed in sacks so as not to be exposed to the air; each sack is labeled and taken to our counting room. Here they are tied into bunches of 26, and usually packed as fast as counted. We never keep any old plants on hand and our customers may rest assured that they will receive fresh, unexposed stock.

Packing—We always pack in crates or light boxes and separate the varieties by a thin layer of packing material, over which is a brace or mark pin which indicates the kind below. **ALWAYS OPEN AND UNPACK FROM TOP OF BOX.** This will avoid any confusion as to varieties.

When plants are received—We advise setting at once. However, if this is impossible, moisten a place on your cellar floor and place bunches thereon, covering with a damp sack, but do not wet plants and they will keep for 10 days in good condition. Another method is to trench them in the open ground by covering roots with earth.



Strawberries and How to Grow Them

Science is more and more telling us that fruit is one of the most essential elements for a healthful balanced ration, and the strawberry is one of the most important—"Health is wealth, therefore, plant plenty of it and be rich."

There are few fruits, if any, that succeed over such a wide territory as the strawberry. They may be grown by anyone almost anywhere. To the beginner with moderate outlay they offer opportunities equalled by few garden pursuits. Where correctly manipulated, they often more than pay in one year's crop for the ground they occupy. Profits from two to three hundred dollars per acre are not unusual, and we recommend this for the careful consideration of those who are draining their land with corn, tobacco, etc.

To the amateur with a small back yard they form a delightful, healthful recreation with great compensation.

To the specialist they form a means of livelihood, and it is not strange why he continues to follow this pursuit year after year—"There is a reason."

In other words, it is the fruit for the masses. They should form a part of every well-regulated home. Plants reasonable, easily cultivated, early to produce returns, profitable, healthy, and reliable—why shouldn't fine highly colored strawberries for canning, preserving, and to serve with cream, find a ready and welcome place when they can be so easily had?

The Soil—Any soil that will grow potatoes will also produce strawberries. They are by no means exacting. However, the early kinds do best on a lighter soil, while the later varieties, on a whole, do best on lower, heavy soil, Aroma being an exception. In growing strawberries it must be remembered that in six weeks from blossoming the crop is produced; therefore, the soil should be kept well fertilized and have an abundance of available plant food that may be easily assimilated. Plow early to conserve the moisture; pulverize thoroughly before planting; care for as directed and "Patience will bring a perfect reward." However, let us caution thus: Never plant immediately following sod; the white grub usually so prevalent thereafter will frequently destroy almost an entire bed.

Planting and Cultivating—Distances at which plants should be set vary somewhat with the soil. But the different systems to which they are to be trained has more to do with it.

If the space is limited and extra fancy berries are wanted, the "hill system" is often employed. This consists of setting the plants close together and never permitting a runner to develop. It is successful if thus followed, and large handsome berries will be produced. Where cultivation is done by horse tools they should be planted three by one foot; where work is to be done by hand, fifteen by fifteen inches apart.

The "hedge row system" consists of permitting only two or four plants to develop from each mother plant—depending whether the single or double row is used.

However, for general purposes and where space is not limited, we prefer the narrow matted row. The plants are set four by one and one-half feet. This will give ample space for passage ways which are essential in harvesting large crops of berries. About 7,000 plants are required per acre when planted as above. However, when space is limited, three feet by one foot may be used with success. When ready to set, the roots should be shortened one-third and dipped into water, or, better still, into thin mud. The bunches should then be opened and plants dropped at distance desired. When planting, the roots should be placed straight down and spreading just a little. The same methods used with cabbage or tomatoes are satisfactory. Be sure that the earth is pressed firmly about the roots and the crown is just above the surface level. If too deep, they may rot; if too high, they may die.

After plants have commenced to grow, cultivation must be started. Do all that is possible with horse tools without disturbing the roots. Work space between plants with hoe. When the former is not permissible, all work may be done by hand. The ground should be stirred after each rain or about every two weeks. Never let a single weed get to any size. They are the worst enemies of the strawberry. They may be destroyed a hundred at a stroke when small, but are frequently difficult to eradicate if given a start. Keep the strawberry patch clean. It is essential. Often during a wet season when cared for as above, young plants become too thick. Six or eight well developed plants from each mother are sufficient and all others should be cut off as new runners appear. Don't let them get matted like sod and expect a full crop. Under such conditions, it is impossible. After the growing season, about December or when the ground is frozen sufficiently to hold up a wagon, there should be a thin coating of straw scattered over the plants. This is to protect from alternate freezing, to keep the fruit clean and to hold the moisture. These things done, your labor should be well rewarded.

Old Beds

After fruiting, they should be cut with scythe or machine as close as possible. Let the leaves dry for a day or so, then burn where they lay. This will destroy all insects, spores, etc. Then a small plow will be found useful. Turn furrows to the middles, leaving only six or eight inches of the original row; work thoroughly with the rows, then harrow crosswise until the field is level. It will not look like a strawberry patch but a seed bed. Within a week, new growth will commence and cultivation should be renewed as during the previous season. Beds will often last three years under this treatment, and frequently the second gives the best fruit.

Selection of Varieties—Perfect and Imperfect

Some strawberries, when planted alone, will not produce fruit. There are the perfect and imperfect flowering kinds. The former will bear anywhere but the latter need some of the perfect planted near to fertilize them. Haverland and Sample are imperfect and need something like Tennessee planted near to make them fruitful. Usually, one row of perfect to two or three imperfect give satisfactory results. Both kinds should always be planted together. After each variety we indicate the sex. Our customers may rest assured that we shall send enough of each to make a fruitful bed where the selection is left to us.

Varieties

You will notice our list of kinds is not long. It is a well known fact that some varieties will do well in one section of the county but a total failure in another. We

are annually testing new kinds just to get the best and our patrons may rely upon us to keep in touch with any promising kinds that are going to replace the favorite old standards.

Varieties of Strawberries

Aroma (Per.)—An ideal late berry that is gradually supplanting the Gandy. Large, firm and of good color.

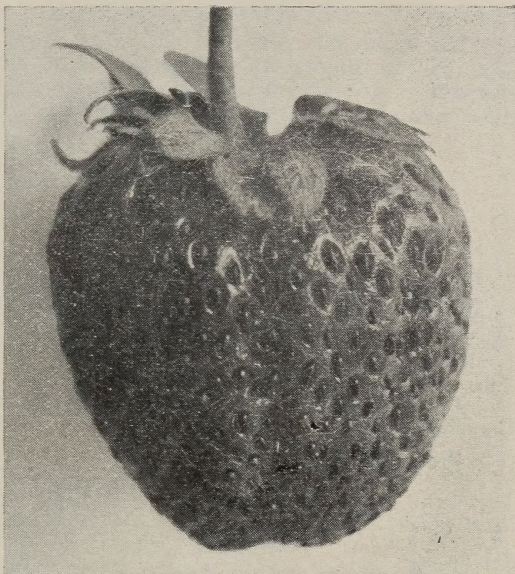
Gandy (Per.)—A standard by which other berries of its season are measured. Blooms too late to be used as a fertilizer. Large, fine, good color; late.

Haverland (Imp.)—We consider it the best all-around strawberry we grow. Good for market and home use. If we could plant only two kinds, they would be Haverland and something to fertilize it. Berries long and pointed; medium to large; firm enough to ship; good color; early to mid-season.

Marie—A seedling of Crescent. If plants are not too thick, it will produce an abundant crop of fine berries. Plants vigorous. Large, firm; mid-season.

Parson's Beauty (Per.)—All that its name indicates. A strong healthy plant that can withstand a drouth. We have never had enough plants to satisfy the demands. Large; firm; dark rich color; good; mid-season.

Sample (Imp.)—We think Sample about as good as grows. A heavy bearer of



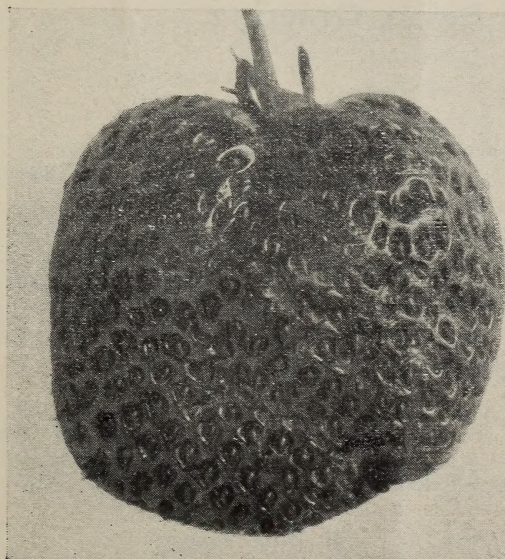
SENATOR DUNLAP.

even shaped, beautiful berries. Aroma and Dunlap are its best fertilizers. Extra large, good color, sweet. Late.

Sen. Dunlap (Per.)—Like Tennessee, this variety should be kept in check, as it is a very vigorous grower. Will withstand more severe weather than anything else. A success everywhere as a pollinizer. More plants grown than any other kind. "There's a reason." Good color and size; mid-season.

Tennessee (Per.)—This is the best perfect variety we have. Blooms over a long period and is hardy. We use it to fertilize all of the medium and early kinds. A rampant grower and will make too many plants if not held in check. Plant six inches farther apart than other kinds. Large fruit. Good quality; early.

Uncle Jim (Per.)—The strongest grower we have. The fruit stems are large and hold the berries well off the ground. In blossom, it is a beautiful sight. Fruit equal to the bloom. Not quite hardy enough is the only fault that can be found. Large; firm; late.



GANDY.

Our Prices

In the beginning let us state, if you are looking for the "cheapest plants"—stop here—we are not trying to grow that kind. There are strawberry plants and "strawberry plants." If you are looking for the latter, a mixed lot of poorly cultivated, dug, counted and packed stock, go elsewhere. On the other extreme, if you are looking for "Pedigreed Stock," we haven't that either. Experiment stations and unbiased fruit growers have proven them fakes. The best pedigree to have is a pedigree grower—the fruit will follow.

We claim our plants as good as the best. Evidences of this are found in the fact that customers who bought of us 35 years ago are still ordering year after year. Our plants are priced as cheaply as we can grow and market them and at the same time furnish a legitimate profit.

Not the "Cheapest" and Without a "Pedigree"

		Packing Charges.
100	\$.50.....	\$.10
300	1.25.....	.15
500	1.75.....	.20
1,000	3.00.....	.25
5,000	13.00.....	.50
10,000	25.00.....	1.00

There is no charge for packing when cash accompanies order; otherwise a packing charge will be added.

Please do not ask us to vary from this rule.

Notice

These prices permit you to make a selection of varieties. You are not required to take a thousand of one kind to get the 1,000 rate. This is important when comparing other prices. From 300 to 1,000 plants are required—according to size of family.

Read this Carefully Before Ordering

This catalog abrogates all previous issues.

Prices are cash with order or satisfactory reference.

Send money by check, P. O. or express order, draft or registered letter.

Write name plainly and give shipping directions.

Our shipping season usually opens about the last of March and extends into May

We do not sell plants in the fall. It is a waste of time, money and energy.

We try to fill orders as received and can usually ship on any day requested. However, rain stops digging and as we never keep any plants on hand, it sometimes becomes impossible to meet our promise during a week of continuous bad weather. We always do our best and ask our customers to make allowance for such conditions.

Second Crop Seed Potatoes

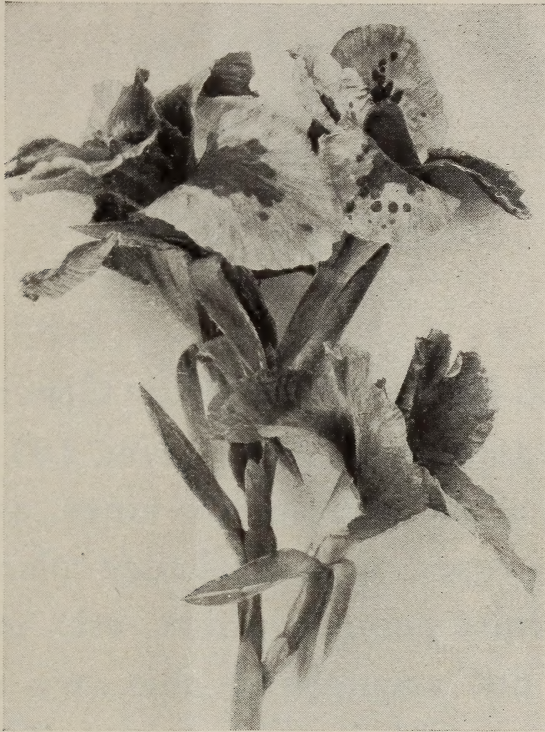
For a number of years past we have been offering second crop seed potatoes. Our customers have always reported good results. We have about 1,000 bushels of Cobbler, the best potato that grows. If you are in the market, you had better place your order early. Last year we were about 500 bushels short of the demand. They are not likely to last at these prices:

Irish Cobbler.....\$1.00 per bushel.

If they are to be shipped, add 5 cents per bushel for sacks or barrels.

Cannas

Calls for bedding plants which we did not heretofore carry have been so great that we have decided to offer dormant canna bulbs of our own raising.



Venus

To those who know this beautiful plant, it needs no description. However, we only want to say for thriftiness, beauty of foliage and general effect, when planted in beds, along walks or to hide an unsightly place, they are without peer. We offer nice roots, shipped after danger of frost or along with strawberry plants, of the following kinds as quoted:

Bouchard—Three to four feet. Yellow-speckled red, full spikes and heavy bloomer. Foliage green.

Louisiana—Five to seven feet. Deep red. Extra healthy foliage. Fine for obstructing objectionable views. Leaves red.

Martha Washington—Color, pure rose pink; very fine; two to three feet. Foliage green.

Venus—Light pink; extra full spikes; fine; two to three feet. Foliage green. We advise using one kind in a bed for best effects.

Price—10 for 75c; 25 for \$1.50; 100 for \$4.00.

Sage

(Forgotten in our general catalog.) Leaves used for seasoning sausage, etc.—hardy perennial. Should be in every garden. 10 for 50c.

NOTICE

If you have misplaced our General Catalog for seasons fall 1912, spring 1913, listing fruit and shade trees, grape vines, asparagus, rhubarb, roses, quince, hedge plants, currants, shrubs, peonies, phlox, etc., etc., or if it does not accompany this, we shall be pleased to send it by return mail, if you will address.

H. F. HILLENMEYER & SONS

Box 386

LEXINGTON, KY.

SPRAYERS

Fifteen years ago sprayers were novelties, but each season the farmer, stockman, gardener and fruit grower is realizing more and more their necessity. Wherever flowers or fruit are grown or where mites or diseases lurk, they are being bought as every-day tools. We have therefore added to our offerings a line of sprayers known the country over as the best, believing by so doing we will benefit our customers, rather than for the small compensation we will receive from their sale.

We do not carry them in stock, but when ordered through us we stand with the factory in guaranteeing them, and can make the prices interesting. We list only three types, but if these do not meet your demands we shall be glad to send you a complete catalogue upon request.

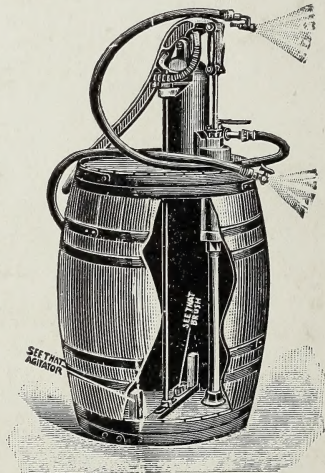
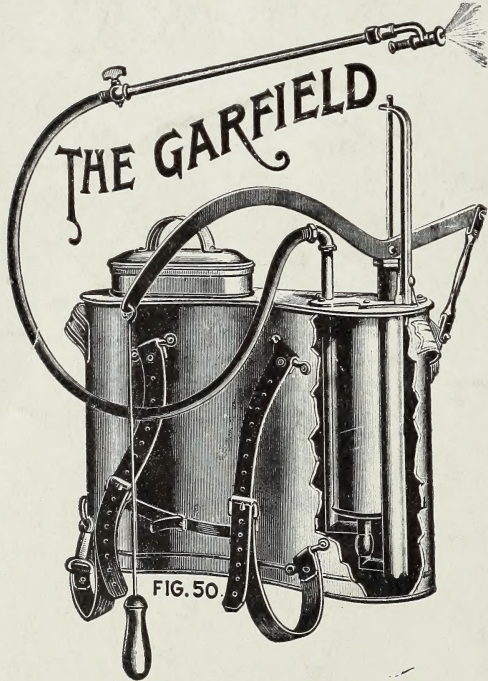
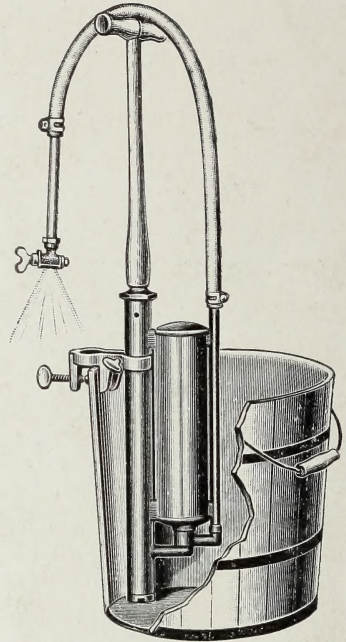
Little Gem—A small sprayer for home gardens, flowers, etc. May be adusted to any wooden pail. Complete with hose and nozzle. **Price \$4.00.**

Garfield—Knapsack sprayer holding four gallons. May be carried and used anywhere—valuable for disinfecting stables, chicken coops, or spraying fruit trees, grapes, etc.

Complete galvanized, \$10; brass, \$14; Copper, \$15.

Empire King—The best barrel sprayer on the market. For orchards and whitewashing it has no equal. We have used one for 15 years or more with entire satisfaction. One spout and 10 feet of hose, \$16.00; two spouts and two (10-ft. section) hose, \$18.50. These prices do not include the cask, as they may be fitted to any alcohol or vinegar barrel. However, they may be furnished mounted at an extra cost.

All of the above pumps are made of brass and will not corrode or rust. This is important.



NOTICE—These Pumps are cash with order, as we cannot credit same. Please do not ask it of us.

H. F. HILLENMEYER & SONS, Lexington, Kentucky

The Fruit-Grower and Farmer, St. Joseph, Mo.